

Jeff Macoun

President and Chief Operating Officer, Canada

Great-West Lifeco Inc.

The Great-West Life Assurance Company
London Life Insurance Company
The Canada Life Assurance Company



Jeff Macoun was appointed President and Chief Operating Officer, Canada on October 18, 2018. Prior to that, he served as Deputy Chief Operating Officer, Canada and Executive Vice-President, Group Customer.

Jeff has been associated with the company for more than 30 years. He has held a wide variety of roles with increasing responsibility, including Senior Vice-President, General Sales Division, Senior Vice-President, Wealth & Estate Planning Group and Quadrus Investments and Senior Vice-President of Group Sales and Marketing.

He holds a Bachelor of Arts degree in Economics from Laurentian University, has completed an Executive Strategies program at the University of Michigan and holds a Chartered Life Underwriter (CLU) designation.

Jeff has received several distinguished recognitions including a Queen Elizabeth II Diamond Jubilee Medal, and a Governor General's Caring Canadian Award. He is involved with the YMCA of Western Ontario Foundation, the London Chamber of Commerce, the St. Joseph's Hospital Foundation and is chair of the Hockey Canada Foundation Gala & Golf.